

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street, Ste. 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 482898 /		<u>Alt Order #</u> 06214645
<u>Product</u> <b>S BERKLEY FOR SENATE</b>		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KVVU	10/09/12	10/12/12	TMZ	730-8p		:30			NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	-1111--				4	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	10/08/12-10/14/12	TMZ	730-8p	-TuWThF----	:30		\$675.00	NM		
		See MG 9.5										
	5	KVVU	10/11/12-10/11/12	TMZ	M-Sa 8-10p/Su 7-1----	Th-----	:30		\$675.00	NM		
		Ⓜ See MG 11.6,11.7										
N 11	KVVU	10/09/12	10/12/12	Extra	M-F 7-730p		:30			NM	5	\$2,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	-1111--				4	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KVVU	10/08/12-10/14/12	Extra	M-F 7-730p	-TuWThF----	:30		\$500.00	NM		
		See MG 11.5										
	5	KVVU	10/11/12-10/11/12	Extra	M-Sa 8-10p/Su 7-1----	Th-----	:30		\$500.00	NM		
		Ⓜ See MG 11.6,11.7										
	6	KVVU	10/09/12-10/12/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	-TuWThF----	:30		\$725.00	NM		
		Ⓜ MG for 9.5,11.5										
	7	KVVU	10/09/12-10/12/12	FOX 5 News 5-6am M-F	5a-6a	-TuWThF----	:30		\$450.00	NM		
		Ⓜ MG for 9.5,11.5										
<b>Totals</b>											<b>54</b>	<b>\$48,650.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	54	\$48,650.00	\$41,352.50
<b>Totals</b>	<b>54</b>	<b>\$48,650.00</b>	<b>\$41,352.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT5/12 12.04

AGY #	AGY. NAME	BUYER NAME
	SHORR JOHNSON MAGNUS	MICHAEL D'ETTORRE
	1831 CHESTNUT STREET	SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6214645 CLASS: NATL. LOCAL REGIONAL

PRDCT	<u>S BERKLEY FOR SENATE</u>	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			OCT5/12 12.04

REP: TO ROSE  
FR NIKKI  
OK'D M8 TOTAL 40-41  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

34	S	930P-1000P	30	\$675.00	10/11	0	THU	0
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PROGRAM : TMZ

THIS IS A MAKE-GOOD FOR OCT11 ON LINE-9 FOR 1 SPOT/WK

0		THU	0	10/11	\$500.00	30	S	900P-930P	33
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PROGRAM : EXTRA

THIS IS A MAKE-GOOD FOR OCT11 ON LINE-11 FOR 1 SPOT/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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40	A		700A-900A	30		\$725.00	10/9	10/12	1		TU-F	1
PROGRAM : NEWS ORD COM1 : PRG CHG DUE TO SENATE DEBATE. MG OFFER MORNING NEWS. NOT PRE-BOOKED ORD COM2 : PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT11 ON LINE-34 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT11 ON LINE-33 FOR 1 SPOT/WK												

41	A		500A-600A	30		\$450.00	10/9	10/12	1		TU-F	1
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PROGRAM : NEWS  
 ORD COM1 : PRG CHG DUE TO SENATE DEBATE. MG OFFER MORNING NEWS. NOT PRE-BOOKED  
 ORD COM2 : PLS APPROVE.  
 PART OF A MAKEGOOD MADE UP OF LINES 40-41  
 STATION MAKEGOOD OFFERS:  
 M8 OK'D BUY#34 MISSED: THU/930P-1000P OCT11 30S \$675.00 (OCT4/12)  
 BUY#33 THU/900P-930P OCT11 30S \$500.00  
 OFFER: TU-F/700A-900A OCT9 30S \$725.00 PLS ADVISE.  
 & TU-F/500A-600A OCT9 30S \$450.00  
 CMT: PRG CHG DUE TO SENATE DEBATE. MG OFFER MORNING NEWS. NOT PRE-BOOKED  
 CMT: PLS APPROVE.

OCT/12 48650.00 CONTRACT TOTAL 48650.00  
 TOTAL SPOTS 54

MARKET TOTALS \$194,600 KVVU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%  
 KTUD 0%

OVER SHARE FOR ALL ORDER 10/2-11/6. WILL UPDATE RATES WK PRIOR TO CLEAR.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE